

ORDER



KLAS

Orders

Order / Rev: 37539
 Alt Order #: 08878940
 Product Desc: BERKLEY/SENATE/D
 Estimate:
 Flight Dates: 10/09/12 - 10/15/12
 Original Date / Rev: 10/08/12 / 10/08/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley - D-USS
 Demographic: A35+
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	6	\$2,475.00	\$2,103.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$2,475.00	\$2,103.75	0.00
Totals	6	\$2,475.00	\$2,103.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$2,475.00
Market	100%	\$8,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$2,062.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$412.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/09/12	10/15/12	Ellen Ellen	CM	3-4p	MTWTF--	:30	5	\$425.00	LV2	0.00	NM	5	\$2,125.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/09/12	10/15/12	MTWTF--		5		\$425.00		0.00					
2	8	10/14/12	10/14/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morni	-----S	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00

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Advertiser: Berkley, Shelley - D-USS
 Product Desc: BERKLEY/SENATE/D
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		SUN MORN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$350.00		0.00			
														Totals	\$2,475.00